

Alexandria Marketing Fund

Budget Format

Applicants must submit budget information, with a brief accompanying budget narrative, in the format on Page 2 of this document. Instructions follow:

I. Revenues

1. List all revenue sources from project participants, listing received or fully secured amounts under the “Secured Funds” column and pending funding or pledged funds under “Pending Funds.”
2. Provide narrative describing the funding sources. For pending funds, provide narrative indicating when the funds will be secured and any dependencies regarding the commitment.
3. Other Revenue: List all other revenue for this project, including information that will inform reviewers about the overall support/sustainability of this project. In your budget narrative, please provide detail about these revenue sources.

II. Expenses

1. Project Marketing-related Expenses: List all marketing-related expenses and provide narrative that justifies costs listed for each line item. (Example: for the line item “Ad Design: \$500,” narrative would read “Our project will hire a consultant from Ad Whiz Inc., at a rate of \$100/hour (\$100/hr x 5 hrs=\$500).
2. Non-Marketing Related Expenses: List all other expenses that will be incurred for the project (such as operational and overhead costs, personnel, equipment/capital expenditures, etc.).

Alexandria Marketing Fund Project Budget Format

I. Revenue

Funding/Revenue from Project Participants	Secured Funds	Pending Funds
<i>Subtotal</i>	\$	\$
<i>Total Combined Anticipated Funds</i>	\$	

Other Sources of Funding/Revenue	Amount
	\$
<i>Subtotal</i>	

Total Project Revenue (including pending funds)	\$
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II. Expenses

Marketing-Related Expenses (Eligible for City-Matched Funds)	Proposed Budget
<i>Subtotal</i>	\$

Other, Non-Marketing Expenses (Not Eligible for City-Matched Funding)	Proposed Budget
<i>Subtotal</i>	\$

Total Proposed Project Expenses	\$
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PLEASE NOTE: The TOTAL size of all files uploaded to the Marketing Fund website must not exceed 9 MB. If any or all files combined exceed 9 MB, your files will not be submitted.